

## **Pilot Program for Manufacturing Facilities on Brownfields**

January 18, 2019 | 10:00a.m. – noon

Wisconsin Department of Natural Resources

101 S. Webster Street | Madison | Room G09

Conference Call Option: Skype or 1-866-715-6499 | Access Code: 6989557456

- I. Welcome and Agenda Review (All) – 5 minutes
- II. Administration Transition Update (Bart Sponseller) – 5 minutes
  - Reviewed some of the administrative transitions and discussed where the changes are occurring
    - o Preston Cole has been nominated to be the Secretary of the agency
    - o Elizabeth Kluesner is the Deputy Secretary
    - o Other appointments will be announced in the upcoming weeks
- III. Doug Johnson – Green Tier Auditor Introduction & Involvement – 5 minutes
  - Doug Johnson was introduced as a part of the advisory group
  - Doug is a Green Tier auditor with experience auditing Environmental Management Systems (EMS) across various industries. Doug is excited to work with the group and provide advice on how to structure Green Tier tools and create a functioning EMS under a Green Tier charter agreement.
- IV. Legal Update on “Superior Environmental Performance” (Bill Nelson) – 10 minutes
  - VPLE is not enough in itself to qualify as Superior Environmental Performance
  - VPLE can play a part of superior environmental performance, but it must be accompanied by something above and beyond requirements
  - It would be best to work with participants and interested parties to highlight the 9 criteria listed in [299.83\(1\)\(g\), Wis. Stats.](#), and inform a participant how they can engage in these activities on the site.
- V. Report on the ROP Update (Kristin Hart) – 10 minutes
  - ROPG (Green Tier Registration Permit) has completed public comment and hearing with only 1 comment
  - Discussed timeline on slide 8 of the PowerPoint
    - o Public hearing was January 14<sup>th</sup> – No comments were received in person
    - o ROP Subgroup final meeting on January 29<sup>th</sup> to review final materials
    - o Permit decision to be made in early February
  - Renee Bashel of the Small Business Environmental Assistance Program is working on outreach materials for the permit
    - o If an applicant requests ROPG permit at this time, a coverage determination can be made before outreach materials are finalized
  - Green Tier audit procedure provides validation for the permit
  - Optimal early entry facility should have EMS/ISO/Green Tier experience
- VI. League of Wisconsin Municipalities Introduction & Involvement – (Gail Sumi) – 15 minutes
  - Who is the League, what do they do?
    - o 16 member board – 8 cities, 8 villages – large and small
  - What role does the League play in assisting communities with economic development?
    - o 87% of manufacturing properties are located in municipalities

- Avenues for communication with municipal members?
  - Do not keep a list of economic development professionals
    - Working to build this list
  - Happy to distribute advertising materials
    - Ability to send to municipalities by population
    - Elected officials may be willing to pass information along to development professionals
  - Present at annual conferences
  - Present to executive directors
  - Other events with cities & villages
    - Urban alliance subgroup (cities with population greater than 10,000)

VII. Deloitte – Factors Considered in Locating a Manufacturing Facility (Neale Rath) – 20 minutes

- Neale Rath was unable to join the meeting to provide the presentation
- We are working to set up an alternate Skype meeting for this presentation
- Deloitte works to promote sites with low risks & minimal barriers to development
- They do have experience with sustainability minded organizations
- How does this pilot line up with certified sites?

VIII. Discussion – Connecting the dots among the players (Weston Wegener) – 25 minutes

- Review Condensed/External Checklist – Attachment 1
  - Weston Wegener to change language to reflect “partners”
  - Michael Prager to reword brownfield section
  - Final once changes are made
- Reviewed “Connecting the Dots” diagram
  - There are many different pathways of entry into the program so there will need to be a lot of outreach, so the right people know about the pilot
  - What can we do to become more attractive to potential participants?
    - ROP G is a good selling point, but we need more incentives for participation
    - The focus of the ROP G should not be to promote maximum emissions within the permit, but to allow for flux in emissions & ease of permitting
  - Large cities may be looking for easy to manage projects
    - Not a pilot which may slow development
  - Next Phase: How can we structure the pilot to make VPLE, ROPG, and Green Tier easy to plug into?
    - Bill Nelson to provide VPLE Opinion
    - Draft Green Tier charter to be included with notes
    - Approach specific sites vs broad marketing
    - Brownfields & Green Tier sites map to be included with notes
    - Approach some companies that see the business value in redeveloping in a socially and environmentally responsible manner
      - Market forces are pressuring transparency & social value
    - Research Wisconsin Opportunity Zones & potential preference for Brownfields grants
      - These may help mitigate costs of VPLE
      - TIF/ERTID may help fund EMS, can it also help fund VPLE?

- What happens when we get our first participant?
  - There are some key tasks we need to complete before we're completely ready for our first participant
  - Performance measures team can help develop Key Performance Indicators for reporting requirements
  - Performance measures / communications teams can help develop an opportunity matrix for potential funding opportunities at eligible sites
  - Communications team can help to
    - "train the trainers"
    - Develop content & tools for potential interested parties
  - We will need to develop the legislative report by November 27, 2022

IX. Next Steps & Review of Assignments (Weston Wegener) – 5 minutes

- Review pilot name feedback and decision
  - EDGE pilot has achieved the most votes
  - Kevin Garstka to check trademarks for Pilot Name
- Finalized Outreach Materials (Final Pending Pilot Name)
  - Final outreach materials to be included with next agenda
- Call for 3-4 volunteers to serve on communication strategy team
- Call for 3-4 volunteers to serve on performance measures team
  - DNR to create a brief description of the roles of these teams and an estimated time commitment
- Selected dates for next 2 Advisory Team meetings:
  - Wednesday May 15, 2019 | 1pm-3pm
  - Friday July 26, 2019 | 10am-12pm